Washington State Magazine’s combination of journalistic excellence and engaged readership offers exceptional advertising value as a regional university magazine.

*editorial mission*

*Washington State Magazine* is the window on Washington State University—around the state and around the world—for more than 162,000 well-educated, multinational readers.

We tell Washington State’s stories. No matter what the issue of the day, it becomes our story, through the eyes and work of our people. We are serious about giving our readers the best possible reporting on science and academe. But we also like humor and sports, good food and wine, great photography and thoughtful essays. We tell the stories of our readers themselves, our alumni, through lively profiles.

We are Washington State’s magazine. We are about people and place, about great ideas and the good things in life, about doing good in and making sense of a fascinating world.
A highly acclaimed and award-winning publication that is eagerly anticipated by graduates, donors, faculty, staff, and friends of Washington State University.
gender
Male: 51%
Female: 49%

age distribution
under 20: < 1%  21–25: 6%  26–30: 10%
31–40: 20%  41–50: 21%  51–60: 22%
61–70: 12%  over 71: 9%

level of education (alumni)
Bachelor degree: 82%
Masters degree: 12%
Doctoral degree: 6%

market areas
Seattle/Tacoma/Olympia CSA: 35%
Portland (Vancouver) MSA: 11% (other Oregon: 1%)
Tri-Cities/central Washington: 10%
Spokane/Coeur d’Alene: 10% (and adjacent counties)
Pullman/Moscow: 6% (and adjacent counties)
N. California: 4%  S. California: 4%
other Idaho: 2%  NY/New England: 2%
Arizona: 2%  Texas: 1%  Washington DC: 1%
other US: 11%  other int’l: < 1%

spring 2019
arctic chronicles
Chronicling the Arctic’s loss and its future with science—and art.

ALSO IN ISSUE: Reconnecting our children to the natural world.

winter 2018
plan bee
With honey bees in peril, agriculture turns to our wild bee species to help pollinate America’s crops.

ALSO IN ISSUE: Healing for our Native American vets—in body, mind, and spirit.

fall 2018
a river rolls on
The dynamics of the Columbia River have changed. And we are all part of those changes.

ALSO IN ISSUE: A surprising rise to a horticultural gold rush.

summer 2018
to the rescue
Impressed by the work of the 9/11 search and rescue dogs, a large animal vet changed her career.

ALSO IN ISSUE: Couldn’t make it to the Winter Olympics? Here’s virtually the next best thing.
One of WSU’s oldest sports rides again

Winning athlete—winning coach

Maybe some bigger fish to fry

Huckleberries

The beloved French fry knows few bounds

in season

in season

The beloved French fry knows few bounds
Huckleberries
Maybe some bigger fish to fry

sports

Winning athlete—winning coach
Embracing a second chance
One of WSU’s oldest sports rides again

alumni profiles

Shaking hands with the past
Being best
A formula for funny
From Wilbur to the world

and possibilities

Restoring chaos

WSU research and commercial an experimental change in piezometers in life sciences

in the Northwest
ad sizes

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Height</th>
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<tbody>
<tr>
<td>two-page spread (bleed)*</td>
<td>16.75&quot;</td>
<td>10.75&quot;</td>
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<tr>
<td>two-page spread (no bleed)</td>
<td>16.25&quot;</td>
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<td>full-page (bleed)*</td>
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<td>10.75&quot;</td>
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<tr>
<td>full-page (no bleed)</td>
<td>7.625&quot;</td>
<td>10&quot;</td>
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<tr>
<td>2/3-page (bleed)*</td>
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<td>10.75&quot;</td>
</tr>
<tr>
<td>2/3-page (no bleed)</td>
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<td>9.125&quot;</td>
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<tr>
<td>1/2-page (bleed)*</td>
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<tr>
<td>1/2-page (no bleed)</td>
<td>7.125&quot;</td>
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<tr>
<td>1/3-page (no bleed)</td>
<td>4.667&quot;</td>
<td>4.5&quot;</td>
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Bleed ad dimensions above do not include an additional .125" on all sides (required), which is trimmed away during magazine construction.

AD GRID MARGINS: All type and graphics should reside .75" in from the trim, or .875" in from the bleed.

artwork specs

Ads may be created using Adobe InDesign, Illustrator or Photoshop; you can submit a press-ready PDF saved from these applications.

All artwork should be produced using CMYK color mode and the US WEB Uncoated v2 color setting. Images should be at least 300 pixels per inch (at actual size); line art at least 1200 ppi. Spot colors should be converted to CMYK equivalents and fonts, whenever possible, converted to outlines.

Setup for the above applications as well as PDF conversion instructions may be found at magazine.wsu.edu/artwork. Washington State Magazine is not responsible for the quality of any printed ad that does not conform to these specifications.

SUBMISSION INSTRUCTIONS

Digital files may be submitted to the art director on a CD/DVD via FTP at filetransfer.wsu.edu (use japaxson@wsu.edu as the recipient’s name), or by email (under 10MB) to japaxson@wsu.edu. Please include all pertinent insertion and contact information along with payment.
## ad rates

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<tr>
<th></th>
<th>1X</th>
<th>2X</th>
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<tbody>
<tr>
<td>two-page spread</td>
<td>$7,430</td>
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Payment is due with ad submission.

Cancellations must occur on or before the space close date to not risk forfeit.

### advertising deadlines

<table>
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<tr>
<th>issue</th>
<th>space close</th>
<th>ad due</th>
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<tbody>
<tr>
<td>May 2020 (Summer)</td>
<td>1/31/20</td>
<td>3/13/20</td>
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<tr>
<td>August 2020 (Fall)</td>
<td>4/24/20</td>
<td>6/5/20</td>
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<td>November 2020 (Winter)</td>
<td>7/24/20</td>
<td>9/4/20</td>
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<tr>
<td>February 2021 (Spring)</td>
<td>10/23/20</td>
<td>12/4/20</td>
</tr>
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**Available on Request**

Inserts such as business reply cards, brochures and envelopes are priced separately from the above advertising rates.
ADVERTISING RESTRICTIONS
Washington State Magazine reserves the right to refuse any ad not compatible with the mission of Washington State University or the magazine. WSM will not accept ads for:

- casinos, gambling, or other wagering companies, websites, or facilities
- websites or publications containing adult or pornographic content

Additionally, postal regulations prohibit Washington State Magazine from accepting print advertising for credit cards, insurance, or travel arrangements. This does not apply to web advertising.

DELIVERY ADDRESS
Washington State Magazine Advertising
Information Technology Building, Room 2013
Washington State University
PO Box 641227
Pullman, WA 99164-1227